

Billie's
got the
Beat!!!

-the heart-beat!!!
-the laugh-beat!!!
-the up-beat!!!
-the action-beat!!!

CHRISLAW PRODUCTIONS PRESENTS

Patty Duke
AS
"Billie"

CO-STARRING
JIM BACKUS / JANE GREER / WARREN BERLINGER / BILLY DE WOLFE
EXECUTIVE PRODUCER PETER LAWFORD
SCREENPLAY BY RONALD ALEXANDER
MUSIC BY DOMINIC FRONTIERE
PRODUCED AND DIRECTED BY DON WEIS
IN CHARGE OF PRODUCTION MILTON EBBINS
DICK SARGENT

TECHNICOLOR

BASED ON THE PLAY "TIME OUT FOR GINGER" BY RONALD ALEXANDER
PRESENTED ON THE BROADWAY STAGE BY SHEPARD THAUBE

RELEASED THRU UNITED ARTISTS

THE DELIGHTFUL MOTION PICTURE SCORE
IS AVAILABLE ON UNITED ARTISTS RECORDS.

T H E A T R E

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Patty Duke
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EXECUTIVE PRODUCER **PETER LAWFORD** PRODUCED AND DIRECTED BY **DON WEIS** IN CHARGE OF PRODUCTION **MILTON EBBINS**

SCREENPLAY BY **RONALD ALEXANDER** MUSIC BY **DOMINIC FRONTIERE** **A CHRISLAW PRODUCTION**

TECHNICOLOR®

UNITED ARTISTS
RELEASED THRU
THE DELIGHTFUL MOTION PICTURE SCORE
IS AVAILABLE ON UNITED ARTISTS RECORDS.

T H E A T R E

4 Cols. x 150 Lines—600 Lines (43 Inches)

Mat 403

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TECHNICOLOR

THEATRE

RELEASED THRU UNITED ARTISTS
THE DELIGHTFUL MOTION PICTURE SCORE IS AVAILABLE ON UNITED ARTISTS RECORDS

3 Cols. x 105 Lines—315 Lines (23 Inches)

Mat 303

Billie's got the Beat!!

-the heart-beat!!!
-the laugh-beat!!!
-the up-beat!!!
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CHRISLAW PRODUCTIONS PRESENTS

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TECHNICOLOR

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THEATRE

THE DELIGHTFUL MOTION PICTURE SCORE IS AVAILABLE ON UNITED ARTISTS RECORDS

3 Cols. x 75 Lines—225 Lines (16 Inches)

Mat 304

Billie's got the Beat!!

-the heart-beat!!!
-the laugh-beat!!!
-the up-beat!!!
-the action-beat!!!

CHRISLAW PRODUCTIONS presents

Patty Duke AS "Billie"

TECHNICOLOR

RELEASED THRU UNITED ARTISTS

THEATRE

THE DELIGHTFUL MOTION PICTURE SCORE IS AVAILABLE ON UNITED ARTISTS RECORDS

1 Col. x 56 Lines (4 Inches)
Mat 103

*Billie's
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-the heart-beat!!! -the laugh-beat!!!
-the up-beat!!! -the action-beat!!!

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Patty Duke
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TECHNICOLOR

A CHRISLAW PRODUCTION

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T H E A T R E

4 Cols. x 150 Lines—600 Lines (43 Inches)

Mat 401

CHRISLAW PRODUCTIONS PRESENTS

Patty Duke
AS
"Billie"

RELEASED THRU **UNITED ARTISTS** **TECHNICOLOR**

1 Col. x 28 Lines (2 Inches)

Patty Duke
AS
"Billie"

TECHNICOLOR RELEASED THRU **UNITED ARTISTS**

1 Col. x 14 Lines (1 Inch)

Both on Mat 101

SPECIAL MAT NO. 1

A special mat which is available from National Screen at a special low price, consists of the following:

ADS: 101, 102, 103, 201, 202, 203
SCENES: 1C, 2D

*Billie's
got the Beat!!!*

CHRISLAW PRODUCTIONS PRESENTS

Patty Duke
AS
"Billie"

TECHNICOLOR RELEASED THRU **UNITED ARTISTS**

T H E A T R E

1 Col. x 42 Lines (3 Inches)
Mat 102

*Billie's
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-the heart-beat!!!
-the laugh-beat!!!
-the up-beat!!!
-the action-beat!!!

CHRISLAW PRODUCTIONS PRESENTS
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T H E A T R E

3 Cols. x 133 Lines—399 Lines (29 Inches)

Mat 302

*Billie's
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CHRISLAW PRODUCTIONS presents
Patty Duke
AS
"Billie"

-the heart-beat!!!
-the laugh-beat!!!
-the up-beat!!!
-the action-beat!!!

TECHNICOLOR®

RELEASED THRU
UNITED ARTISTS

T H E A T R E

2 Cols. x 42 Lines—84 Lines (6 Inches)

Mat 202

*Billie's
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-the heart-beat!!!
-the laugh-beat!!!
-the up-beat!!!
-the action-beat!!!

CHRISLAW PRODUCTIONS presents
Patty Duke
AS
"Billie"

TECHNICOLOR®

RELEASED THRU
UNITED ARTISTS

T H E A T R E

1 Col. x 98 Lines (7 Inches)
Mat 106

*Billie's
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T H E A T R E

2 Cols. x 77 Lines—154 Lines (11 Inches)

Mat 205

Billie's
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CO-STARRING
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SCREENPLAY BY RONALD ALEXANDER
MUSIC BY DOMINIC FRONTIERE
PRODUCED AND DIRECTED BY DON WEIS
IN CHARGE OF PRODUCTION MILTON EBBINS
DICK SARGENT
A CHRISLAW PRODUCTION
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TECHNICOLOR

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T H E A T R E

3 Cols. x 133 Lines—399 Lines (29 Inches)

Mat 301

Billie's
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T H E A T R E

2 Cols. x 56 Lines—112 Lines (8 Inches)

Mat 204

CHRISLAW PRODUCTIONS presents
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Patty Duke
AS
"Billie"

RELEASED THRU
UNITED ARTISTS

TECHNICOLOR

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Patty Duke
AS
"Billie"

TECHNICOLOR
RELEASED THRU
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2 Cols. x 14 Lines—28 Lines (2 Inches)

2 Cols. x 28 Lines—56 Lines (4 Inches)

Both on Mat 201

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AS
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CO-STARRING
JIM BACKUS / JANE GREER / WARREN BERLINGER
BILLY DE WOLFE / DICK SARGENT

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RELEASED THRU **UNITED ARTISTS** **TECHNICOLOR**

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T H E A T R E

2 Cols. x 126 Lines—252 Lines (18 Inches)

Mat 207

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T H E A T R E

2 Cols. x 49 Lines—98 Lines (7 Inches)

Mat 203

Order Ad Mats From
National Screen Exchange

*Billie's
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CHRISLAW PRODUCTIONS presents
Patty Duke
AS
"Billie"

TECHNICOLOR RELEASED THRU **UNITED ARTISTS**

T H E A T R E

1 Col. x 70 Lines (5 Inches)
Mat 104

*Billie's
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T H E A T R E

2 Cols. x 98 Lines—196 Lines (14 Inches)

Mat 206

TV's Patty Duke Sings, Dances, Romances In Gay, New 'Billie'

(Production Story)

Chrislaw Production's "Billie" the gay, lilting romantic comedy with music based on the highly successful New York stage play, "Time Out For Ginger," serves as the first Hollywood venture for Patty Duke, the talented 18-year-old actress who won the 1962 Academy Award for Best Supporting Actress for her role of the young Helen Keller in "The Miracle Worker."

The United Artists release, written for the screen by Ronald Alexander, is produced and directed by Don Weis, with Peter Lawford serving as executive producer and Milton Ebbins in charge of production. It will open at the Theatre.

In "Billie," Patty Duke does an about-turn from the emotionally dramatic Helen Keller portrayal by playing the role of a tomboy teenager who can out-perform any young male athlete.

Patty's highly unusual capabilities on the athletic field are counterpointed by a mayoralty campaign being conducted by her father and an off-again, on-again romance with the unhappy youth who always comes out second best to Patty in the field events.

In addition to the popular "Patty Duke Show" on television, she recently broke into the recording field by signing a contract with United Artists Records. Carrying on with her vocal talents, the young actress sings four numbers in "Billie"—"A Girl is a Girl is a Girl," "Lonely Little In-Between," "Butterflies," and "Billie." She also appears in dance numbers.

Jim Backus plays Patty's mayoralty-candidate father who is continually embarrassed politically by his daughter's unorthodox exploits on the athletic field, and promising young actor Warren Berlinger, the star of the London company of "How To Succeed in Business Without Really Trying" plays her confused boy friend.

Others in the well-balanced cast include Jane Greer as Patty's understanding mother, Susan Seaforth as her older sister, Charles Lane as the high school coach, Ted Bessell as Miss Seaforth's husband, Billy De Wolfe as the incumbent mayor, Dick Sargent as a campaign manager, and Richard Deacon as the school principal.

Don Weis, who holds the production and direction reins on "Billie," has also directed a majority of the "Patty Duke Show" television segments.

John Russell handles the Techniscope cinematography on "Billie," and Dominic Frontiere composed and conducted the musical score. Choreography is by David Winters.



Still B-10

Quite an athlete is Patty Duke in the title role of Chrislaw's "Billie," gay romantic comedy with plenty of Patty Duke music, which opens at the Theatre in Technicolor and under United Artists release.

Mat 2A

Patty Duke Hits Pinnacle In Show Biz at Age of 18

Although she's only 18, pretty Patty Duke's story is one of the most sensational in a business of sensations!

An Academy-Award winner, MC of her own television program, and a veteran of some of the best TV dramas ever produced, the young lady is now top star of one of Hollywood's most ambitious offerings, Chrislaw Productions' "Billie," United Artists release in Technicolor from the highly successful Broadway production "Time Out for Ginger," which opens at the Theatre.

And she sings and dances in the new production, which, like her TV shows, was produced and directed by Don Weis, all in all offering an entirely different Miss Duke from the one she portrayed in the tensely dramatic "The Mir-

acle Worker" in which she appeared as the handicapped Helen Keller.

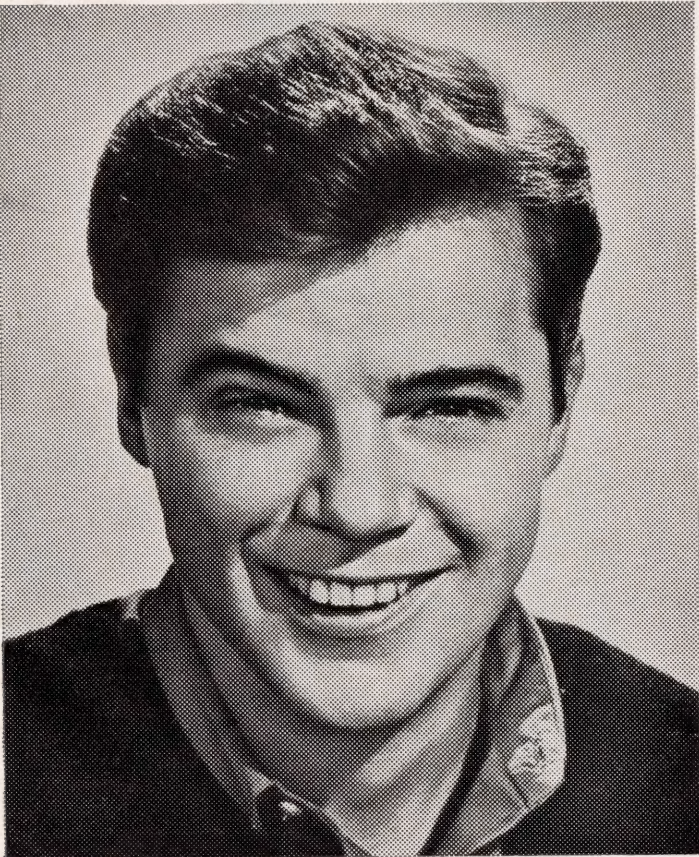
Miss Duke is among that rarity of rarities, a New York City born entertainment star. For the first eight years of her life she lived practically in the shadows of New York's Bellevue Hospital where she was born. At the age of eight she was brought to the attention of John and Ethel Ross, famed actors' coaches, who immediately saw enormous possibilities in her.

They took her in hand and began by working the "Noo Yawk" out of her vocabulary and followed by instructing her in the rudiments of the drama. It was a long tough battle before the Rosses won a bit juvenile role for her in an independently-produced picture.

It won her a role in an "Armstrong Circle Theatre" production, and then in the TV spectacular "The Prince and the Pauper." Producer David Susskind saw her and gave her a part in his "Wuthering Heights," and Miss Duke was "made."

When the Rosses learned that William Gibson's great story of Helen Keller was being prepared for the New York stage they began to work on Patty to prepare her for the role. It was tough work, learning to walk and talk like a deaf and blind person, but when the producers of the play began to look for somebody to play the role, they took one look at Patty and looked no further.

Miss Duke also played the Keller role in the movie version of the play, and won the coveted "Oscar" for it. Other films in which she has appeared are "Happy Anniversary" and "The Goddess," and her own TV program—an instantaneous success—began after her smashing success in "The Miracle Worker."



Still B-46

Handsome Warren Berlinger is Patty Duke's boy friend in the latter's starring film, Chrislaw's "Billie," Technicolor United Artists release opening at the Theatre.

Mat 2C

Model As WAC Starts Jane Greer On Film Career

The moral of this story is "If you want to become a film star get your mother a job in the War Department."

That, at least, is the way it worked for lovely Jane Greer, one of Hollywood's busiest actresses, who essays one of her few comedy roles in Chrislaw's "Billie," gay comedy starring Patty Duke, opening at the Theatre in Technicolor and with music under United Artists release.

You see, it was this way:

In the early days of World War II, much thought was given to the uniforms the WACs were to wear and when one was finally evolved, Life Magazine rushed to the scene to get pictures. Somebody had to model the uniform and, through her mother who worked in the War Department, the job was managed for Jane. Life published a layout of these pictures and used a close-up of Jane on its cover. The rest is history.

Jane's phone began to ring. From Hollywood. When it was all over she was signed to Howard Hughes and the rest is history, too. She became, and still is, one of Hollywood's busiest players.

She plays the Patty's mother in this gay comedy with music, and they are supported by Jim Backus (as her husband), Warren Berlinger, Billy De Wolfe and Dick Sargent. Don Weis, who puts Patty through her paces on TV's "Patty Duke Show," produced and directed the film which is from the Broadway hit "Time Out for Ginger." Peter Lawford served as executive producer with Milton Ebbins in charge of production.



Still B-47

Lovely Jane Greer plays Patty Duke's mother in the latter's starrer, Chrislaw's "Billie," United Artists release in Technicolor opening at the Theatre. Don Weis produced and directed.

Mat 1B

4 New Songs

Patty Duke, star of TV's "Patty Duke Show," unveils four new popular tunes in her forthcoming Hollywood starrer, Chrislaw Production's gay "Billie," United Artists release in Technicolor which opens at the Theatre.

These are "A Girl is a Girl," "Lonely In-Between," "Butterflies" and the title song "Billie." The music for the new romantic film, which is from Broadway's successful "Time Out for Ginger," is by Dominic Frontiere. Film was produced and directed by Don Weis with Peter Lawford serving as executive producer. Milton Ebbins was in charge of the production.

Pushmobile Gets Berlinger Going

Handsome Warren Berlinger, who plays the enviable role of Patty Duke's Number One boy friend in Chrislaw's gay, romantic "Billie," United Artists' Technicolor release opening at the Theatre, is where he is because he was where he was on that fatal day in Brooklyn some years ago.

And that was on a homemade pushmobile heading north on a southbound street in Brooklyn, as fast as the old roller skate could carry him.

In doing so, he narrowly averted knocking over a matronly neighbor whose daughter was a professional dancer and who thus knew what was going on in the entertainment world.

"Tell your mother," said the neighbor when she caught her breath, "that they're casting for kids like you over at Warner Brothers! For 'Life With Father'."

Mother and son repaired to Warner's forthwith but somebody else got the job. However, the casting director there, remembered Warren when Rogers and Hammerstein were casting for "Annie Get Your Gun" starring Ethel Merman, and suggested that mother and son go there for a try out. Not only did Warren get the job as Ethel's kid brother, but, because he was a slow grower, kept it for three years.

That made him a vet and a pro and it wasn't long before he was playing juveniles in important Broadway productions in regular sequence. Along the way he met pretty Betty Lou Keim, who is now Betty Lou Berlinger, and when "A Roomful of Roses," in which both appeared, was purchased for pictures as "Teenage Rebel," both applied for and got the lead roles. And thus broke into pictures, in which they have been ever since.

Warren has also made many and important TV appearances and makes periodic returns to his first love, the legitimate stage. He and Betty are now the parents of a boy and girl and live in Southern California where he is an ardent Los Angeles Dodgers fan, probably a carry-over of some sort from his Brooklyn days. He would not say if his son owns a pushmobile.

Olympic Champ 'Billie' Adviser

No less an authority on athletics than Rafer Johnson, winner of the 1960 Olympic Decathlon, was athletic technical adviser for Chrislaw's gay comedy with music, "Billie." The United Artists release, which was filmed in Technicolor, will open at the Theatre.

The film is Patty Duke's first Hollywood starrer and in it she's a tomboy who's pretty good at the athletic pitch and, in order to make it ring as true as possible, Johnson was called in to weed out the boners if any. The story is from Ronald Alexander's Broadway smash "Time Out for Ginger."

Patty's TV producer and director Don Weis did similar honors for her film appearance, and Peter Lawford served as executive producer.

Patty Duke's Switch

Where Patty Duke was a fairly abominable creature in the dramatic screen thunderbolt "The Miracle Worker"—so abominable in fact that she won an Oscar for it—she's gay, girlish in a tomboyish way, and altogether a joy to behold in her first Hollywood starrer, Chrislaw's Technicolor comedy with music "Billie," which opens at the Theatre through United Artists release.

Funnyman Backus Patty Duke's Pop in Romantic Comedy, 'Billie'

Contrary to the popular image, it's not necessary for one's folks to be dead broke in order to make a name for one's self.

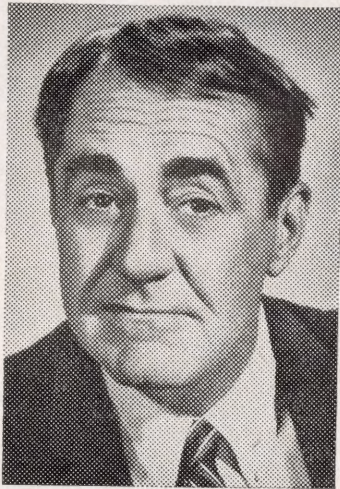
Take the case of Jim Backus the veteran screen player, for example. Jim's family was in the heavy machinery business and wasn't exactly broke. They sent him to the Kentucky Military Institute and University and a country day school in Cleveland, but it didn't take. He was asked to—well, anyway, he left without a diploma from each.

But you've got to have something in order to get a co-star rating in a motion picture as big as Chrislaw's gay presentation "Billie," starring Patty Duke, the United Artists release in Technicolor which opens at the Theatre, and Jim had it.

And that was an overwhelming desire to become an actor and a willingness to pay for it in sweat and tears.

Jim was only fourteen when he appeared as a gunbearer for the late Clark Gable in a production of "White Cargo" by a local stock company. He's been a performer ever since, appearing on the stage, the screen and, for many years in its salad days, the radio. He's been in over a hundred pictures, and has also achieved a fame as the creator of the two-time Academy Award winning "Mr. Magoo."

Jim plays the role of Patty's father in "Billie," which also co-stars Jane Greer, Warren Berlinger, Billy De Wolfe and Dick Sargent, and, as such, has an excellent opportunity to exhibit the light touch for which he is famous. Those who remember him in the recent comedy hit "It's a Mad, Mad, Mad, Mad World" will have no difficulty in recalling this touch.



Still B-45 **Mat 1C**
Jim Backus, who is co-starred with Jane Greer, Warren Berlinger, Billy De Wolfe and Dick Sargent in Chrislaw's gay "Billie," with Patty Duke starring in the title role. The picture opens at the Theatre in Technicolor and under United Artists release.

'Ginger' to 'Billie'

Ronald Alexander's successful Broadway hit "Time Out for Ginger" arrives on the screen here at the Theatre, under the title "Billie," starring Patty Duke. The Chrislaw production is being released by United Artists. It is in Technicolor.

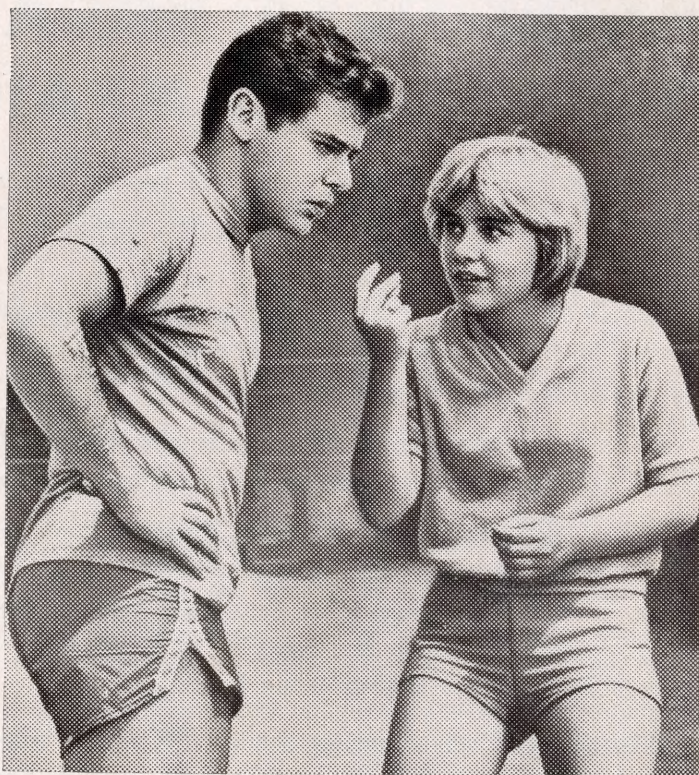
Patty as 'Billie' Far Different Gal Than Helen Keller

It's quite a different role which Patty Duke essays in her latest motion picture venture from the one which catapulted her to worldwide fame and won her an Oscar in her first.

In the latter, she portrayed the blind and deaf Helen Keller as a child in the tensely dramatic "The Miracle Worker." In the former, she's gay, romantic, she sings and she dances and she's about as endearing a teen-ager as one could hope to meet.

This is in Chrislaw Production's "Billie," in Technicolor and a United Artists release, which opens at the Theatre. The film was produced and directed by Don Weis and Peter Lawford acted as its executive producer, both of which stints both also perform for Patty in her highly popular "Patty Duke Show" on television.

She is supported in the film by Jim Backus, Jane Greer, Warren Berlinger, Billy De Wolfe and Dick Sargent, and the music for her dancing and singing was provided by the celebrated Dominic Frontiere. Roland Alexander, who wrote the Broadway hit "Time Out for Ginger," from which "Billie" was made, wrote the script, and Milton Ebbins was in charge of the production.



Still B-19 **Mat 2D**
Patty Duke has boy friend Warren Berlinger puzzled in "Billie," Chrislaw presentation in Technicolor, which opens at the Theatre through United Artists release.

Director of Patty's TV Show In Same Chore for Movie, 'Billie'

The association of Peter Lawford, Patty Duke and Don Weis in Chrislaw Production's "Billie," the gay, romantic Technicolor United Artists release, which opens at the Theatre, is a reunion of long time friends as well as a combination of top-flight Hollywood talent.

Weis is producer-director of this, Miss Duke's first Hollywood starrer, and Lawford is its executive producer.

At Metro a few years ago, Weis directed two television pilots in which Lawford starred — "Dear Phoebe" and "The Thin Man" — and went on to direct additional episodes of each.

Currently he is fulfilling a contract to direct a number of episodes of television's "The Patty Duke Show" which Lawford produces for the Chrislaw company and which is distributed by United Artists Television.

With two Directors Guild Awards and an additional Guild award nomination to his credit, Weis'

motion picture and television accomplishments lead one to believe that he hasn't had a day off since coming to Hollywood and such, indeed, is pretty nearly the case.

Born in Milwaukee in 1922, Weis went to school there and arrived in Hollywood in 1939 to attend USC, an attendance which was interrupted by World War II in which he served for three-and-a-half years in the air force.

After working as a script clerk and dialogue director for, among others Stanley Kramer, he went to MGM where he directed such films as "Bannerline," "A Slight Case of Larceny" and "The Many Loves of Dobie Gillis."

He left MGM for television where his name appeared in the credits for many big shows.

Ditto for 'Billie'

Don Weis, who produces and directs Patty Duke in her TV program "The Patty Duke Show," performs the same honors for Patty's first Hollywood starrer, Chrislaw Production's gay "Billie," United Artists Technicolor release which opens at the Theatre. Supporting Miss Duke are Jim Backus, Jane Greer, Warren Berlinger, Billy De Wolfe and Dick Sargent.

Peter Lawford Exec-Producer Of Patty Duke Starrer, 'Billie'

One of the busiest men in Hollywood these days is handsome Peter Lawford who is not only a major motion picture star but an important television and picture producer as well.

His latest effort in the latter field was his stint as executive producer for the Chrislaw production of the gay, romantic Patty Duke starrer "Billie," in Technicolor which opens at the Theatre, under United Artists release.

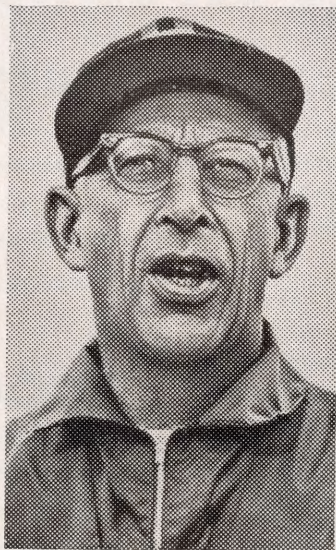
He is also the producer of Patty's television show, working with Don Weis who also directed and produced "Billie," which is from the hilarious Broadway success "Time Out For Ginger" by Ronald Alexander who is also responsible for the motion picture script. Jim Backus, Jane Greer, Warren Berlinger, Billy De Wolfe and Dick Sargent round out "Billie's" cast.

As an actor, Lawford recently scored in the Joseph E. Levine production of "Harlow," and previous to that he triumphed in "Sylvia," "Dead Ringer," "Advise and Con-

Consent" and "The Longest Day."

London born and the only son of the late Lieut. General Sir Sidney and Lady Lawford, Peter received a taste of acting while still a child, and liked it. His first job in Hollywood however, was as an usher at a movie house. But he got into pictures, appearing in "Thunderbirds" and "Eagle Squadron." His big break came with "Mrs. Miniver" and he's been a star of the first magnitude ever since.

Lawford is married to the former Patricia Kennedy, sister of the late President John F. Kennedy and they have three children—two boys and a girl.



Still B-50 **Mat 1D**
Charles Lane plays an important comedy role in Chrislaw's gay, romantic "Billie," starring Patty Duke, which opens at the Theatre under United Artists release. The film is in Technicolor.

Dick Sargent Dug Way Into Films

Handsome Dick Sargent, who plays an important supporting role to Patty Duke's "Billie" in Chrislaw Production's gay comedy with music in Technicolor of that name, the United Artists release opening at the Theatre, wanted to become an actor so badly that he dug ditches to make it possible.

Son of a theatrical father and mother, he left school and went to Hollywood to show 'em how things should be done. But Hollywood was unimpressed. So unimpressed that Dick had to take the job as a ditch digger to keep body and soul together. When the gates were finally flung open, Dick got a role in "Prisoners of War," but it was back to the ditches again when he failed to impress for a second time.

He didn't hit it until he got a part in "Bernadine," but it was a bull's eye. "Mardi Gras" followed, and then "Operation Petticoat" and Dick was in solid. He has since appeared in many films in a wide variety of roles and he is also a frequent visitor to the living room via the small screen.

It Was 'Male' Day For the Mail Girls

When a Hollywood makeup man is faced with the chore of "planting" a lipstick kiss mark on a male actor's cheek, the standard procedure is to request the services of the nearest actress available and have her buss the actor to leave the imprint.

But nary a female performer was available on the set one day when a United Artists makeup man was called upon to plant three varied type smooches on the cheeks of rising young actor Warren Berlinger for a comedy closeup in the new Patty Duke starrer "Billie," the Chrislaw Production in Technicolor opening at the Theatre through United Artists release.

Refusing to allow the lack of distaff talent on the set to throw him, (leading lady Patty Duke wasn't scheduled to work that day) the makeup man put in a rush phone call to the studio mail room and had them send over a trio of messenger girls.

As the makeup man had anticipated, he had no trouble at all in talking the gals into bussing Berlinger fondly on the cheeks. As one of the girls summed it up:

"Our job is delivering the male. And I guess we did it!"



Still B-43 **Mat 1A**
Academy - Award - Winner and TV personality Patty Duke stars in the title role of Chrislaw's gay comedy with music "Billie," opening at the Theatre, in Technicolor and under United Artists release. In the film with her are such prominent players as Jim Backus, Jane Greer, Warren Berlinger and Billy De Wolfe.



Still B-15 **Mat 2B**
Jim Backus is Patty Duke's pop and Jane Greer is her mom in Patty's starrer "Billie," Chrislaw presentation in Technicolor, opening at the Theatre under United Artists release. Famed TV producer-director Don Weis produced and directed.

PATTY DUKE VOCAL, SOUND TRACK ALBUM KEY BIG MUSIC CAMPAIGN!

The music from "Billie"—from the pen of famed Dominic Frontiere—is nothing short of terrific, and as sung by Patty Duke it's colossal!

Which is by way of warming you up to the possibilities afforded by the recordings from United Artists Records which will be available from this picture!

They are a Sound Track Album, a single "Funny Little Butterflies" by Patty Duke, and another single of the title song "Billie."

All of this warrants as intensive a music co-op campaign as you've ever waged! It should mean windows, disc-jock co-operation, juke box stacking, gifts to record editors, PA plugging wherever you can get it, and anything and everything else you've ever done to exploit a picture via its music!

Remember: Patty Duke is one of TV's most popular stars! Her following runs into the millions and a large segment of it lives right in your town!



Get The Whole Town Whooping It Up For 'Billie' With Ballyhoo Built Around Athletics, Dances

INVITATION TO COACH: An invitation from Athletic Coach Jones of Harding High School — the coach and school of "Billie" — to the coach of a local high school to come down and see how things are done in his school, particularly by the girls, can be the basis for a school athletic rally at your theatre.

The latter can accept in several ways. He can send a drill team from his school, made up of girls of course, or he can send a team to do some intricate ball passing either on your stage, in your lobby or in an adjacent athletic field during an intermission in some sort of athletic activity.

Or, preferably on opening night, he can send down his band drum majorettes (possibly for a street parade, "We're on our way to show up BILLIE!") and cheer leaders for a lobby, marquee or stage show.

DECATHLON CONTEST: A "Billie Decathlon" to discover once and for all if girls are as good as boys at athletics, particularly field events, should provide a lot of excitement, fun and publicity.

Meet, of course, is based right on the plot of "Billie," the tomboy type played by Patty Duke, and this can "inspire" the test. It can be run as either a city-wide meet, with every school, club, girl and boy scout troop or what-have-you providing contestants of both sexes, or it can be held in conjunction with a neighborhood or school field day, picnic or outing. Co-operation may be sought from sporting goods distributors, physical fitness groups.

'BILLIE' AS MASCOT: Get a girl team in town—(baseball, handball, basketball)—to "adopt" "Billie" as its mascot! A photo of the team standing around a photo-blowup of Patty Duke as "Billie" should make the sports page of the local newspaper or get some time on a local TV news-sports broadcast.

LOCAL 'BILLIES' — Your community can probably supply a number of girls of the "Billie" type—pre-dating teen-agers somewhat on the tomboyish side and excellent at athletics—and it may be an idea to round up a flock of 'em for a TV one-shot in which the local "Billies" can be interviewed against giant blowup background of posters from the picture. Of course, if any of them happens to be named "Billie," you've got an extra dividend on the promotion value of the gimmick.

'BILLIE' DANCE PARTY: This picture literally screams for a local record hop. Announce a Saturday afternoon party called the "Billy Hop" and decorate the studio (or gym) with album covers, stills from the picture, posters and anything else that smacks of teen agers, athletics, dances, etc. Award prizes for dancers in singles, pairs or groups.

Patty Duke Products

There are many licensed products, such as toys, dolls, etc. under the name of "Patty Duke," which are on the market now, and more are being added as we go to press. Be certain to contact the outlets in your area that sell these products and arrange for displays in windows and at counters with stills and playdate credits. For a full list of the manufacturers, distributors and items, write to:

Exploitation Dept., United Artists Corp.,
729 - 7th Avenue, New York, N. Y. 10019

'Billie' Merchant Tie-Up!

"Is There a 'Billie' in Your Home?" asks the headline on a full page ad, which goes on to say "We can outfit her, from ball-field to ball room!"

Offered for sale are all kinds of items for the pre-dating teenager, the gal glorified by Patty Duke in "Billie," and this can be a co-operation of several merchants in teen-age wear, or one large department store can sponsor it.

Go For Patty's TV Fans

The Patty Duke Show on TV is one of the most popular currently on the air, and you should make a pitch for its devotees with news of your attraction! There are several ways of doing this:

- Be sure to place your TV spots before and after the show.
- A small ad on the television program page — or better yet, right among the listings where this is available—should reach your most interested parties.
- Try the television page editor for a special story on Patty. (See Publicity section of pressbook).
- Program guides sold at newsstands may be slip-sheeted with the info that Patty Duke's in town in 'Billie.' At the page where her program is announced if possible.
- Local TV station manager might be interested in helping you put on the dance party mentioned above.

RADIO/TV MATERIAL

Get on the air with the big news that "Billie's" coming to your theatre with both of these FREE assists:

FREE TV Spots — a series of sparkling spots running from a few seconds to a full minute in an ample enough assortment to take advantage of any sized time-break on a local station, with facilities for inclusion of your own playdate information.

FREE Radio Spots — a double-faced platter which does a remarkable job of reflecting and exuding the gaiety, the music, the youth of "Billie" in "takes" of various lengths from a few seconds to a full minute with ample provisions for local playdate info.

For both of these helps, write now to:

Exploitation Department
United Artists Corp.,
729 Seventh Avenue
New York 10019

Telop and Slide



Announcement illustrated is available as either glass slide or Telop print. Check with TV station for form preferred before ordering.

Theatre copy to be put on locally can only be done on the Telop print. Call letters included at no extra charge.

PRICES

\$5.00 without theatre imprint
\$7.50 with theatre imprint
\$2.00 for each additional slide or Telop

Order from: QQ Title Card Co.
247 West 46th Street, New York City 10036

SATIN ACCESSORIES



3-Piece Streamer

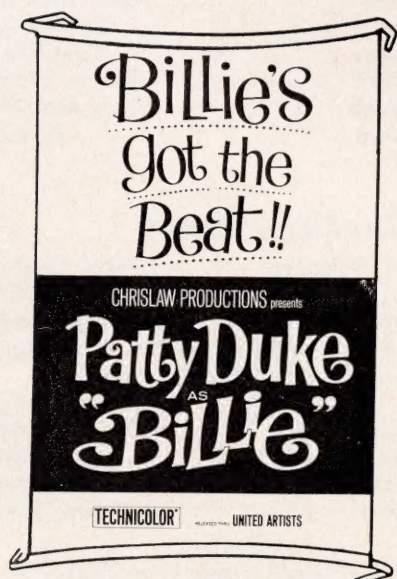
15 feet, strung together, in color
Complete Streamer\$16.50



De Luxe Sectional Valance

Any length (minimum order 10 feet)
Running foot\$1.65

ORDER all this material from your local NATIONAL SCREEN SERVICE EXCHANGE. All items are manufactured by NATIONAL FLAG & DISPLAY CO., 43 W. 21st St., New York. In Canada, place orders with CONSOLIDATED THEATRE SERVICES, 120 Wellington St., W. Toronto.



9 x 12 Flag

Single Faced, \$75.00
Double Faced, \$140.00

Usher's Badge

Each 40¢



FREE TEASER TRAILER

All the youthful exuberance, gaiety and music of youth—the youth of "Billie," which is the youth of Patty Duke as the public adores her—has been captured in the Free Teaser Trailer available on this production!

Get it and start rolling it as early as practicable! Use it for cross-plugging, too.

It's FREE from: National Screen Service.

REGULAR TRAILER

Patty Duke, the darling of the teen-agers, the dancing, singing, slightly tomboyish Patty who has endeared herself to millions on TV, is the "star" of the unusually lively trailer available for "Billie!" There's a generous sampling of the Dominic Frontiere music and enough of the plot to make 'em want to go-go-go!

Get this powerful sales promoter early and run it whenever you can! It will really sell!

Order it from: National Screen Service.

Typical Teenage Room

"Billie," as played by Patty Duke, being a typical teen-ager, her bedroom is a typical teen-ager's and therein lies a good possibility for a window or lobby "bedroom" in the furnishing of which a number of co-operating merchants can participate.

In order for it to be typical "Billie," co-operation calls for more than furniture. There should be phonographs, hi-fi's, typewriters, skis, basket balls, tennis racquets, fan magazines, riding habits; dog leashes, combs, feeding pans, fishing equipment, and anything else you can think of which would be of interest to a pre-dating teen-ager of about 16. Cards carry names of co-operating merchants.

ART STILLS

Use these photos, which are available as 8 x 10 black and white pictures, to make displays, special ads and in connection with various tie-ups suggested in these pages.



B-ART 1



B-ART 2



B-ART 3



B-ART 4



B-ART 5



B-ART 6

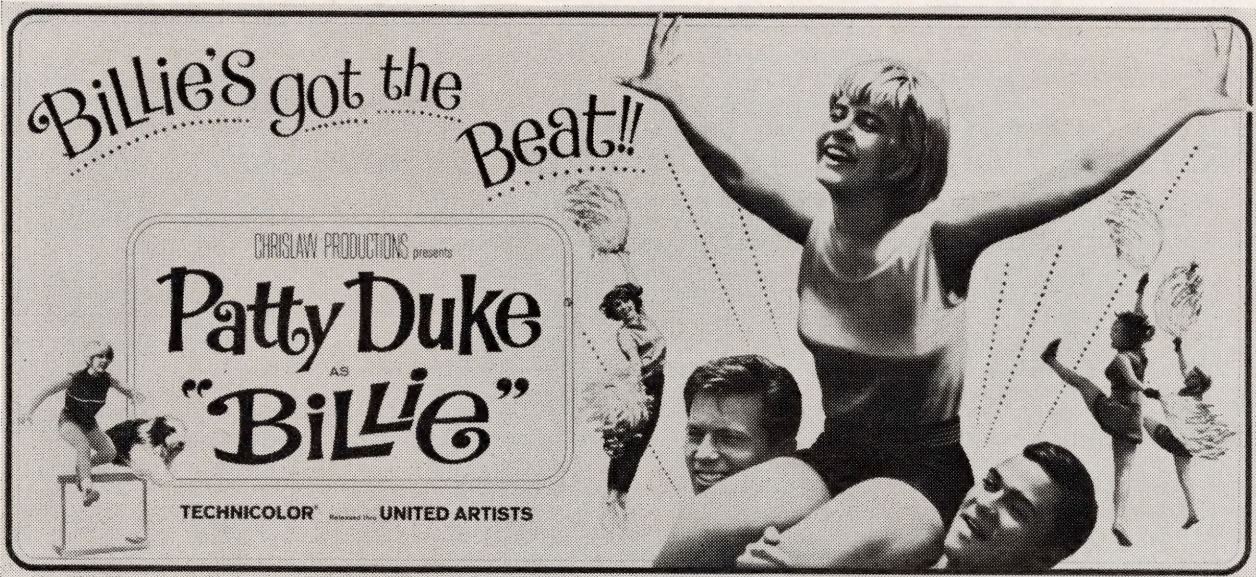


B-ART 7

Order
From
National
Screen.



1 SHEET "A"



24 SHEET



1 SHEET "B"



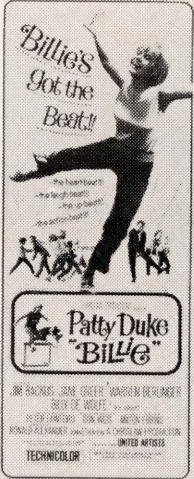
3 SHEET



WINDOW CARD



22 x 28 LOBBY CARD



14 x 36 INSERT CARD

Also Available:
Set of
11 x 14
Lobby
Cards

Order All Accessories From
National Screen Exchange



6 SHEET

Official Billing

Chrislaw Productions	15%
presents	
PATTY DUKE	100%
As	
"BILLIE"	100%
Co-starring	
Jim Backus Jane Greer	50%
Warren Berlinger	50%
Billy De Wolfe	50%
Dick Sargent	35%
Screenplay by Ronald Alexander	35%
Executive Producer Peter Lawford	35%
Produced and Directed by Don Weis	35%
In Charge of Production	
Milton Ebbins	35%
Music by Dominic Frontiere	25%
A Chrislaw Production	25%
TECHNICOLOR®	50%
Released thru United Artists	35%

Based on the play "TIME OUT FOR GINGER" 0%
By Ronald Alexander
Presented on the Broadway Stage by Shepard Traube

The Story

(Not for Publication)

Billie Carol (PATTY DUKE), tomboyish teenager can do anything any boy on the athletic team of Harding High can do, only better. This embarrasses her father, Howard Carol (JIM BACKUS) who is running for mayor on a "male supremacy" ticket. Billie's boy friend is Mike (WARREN BERLINGER) who is also on the team but runs her a poor second. This gets him mad and he demands she quit so that he may shine. She refuses and they break up.

An undignified photo of Billie and her father falls into the hands of Mayor Davis (BILLY DE WOLFE) whom Billie's father means to unseat, and he makes the most of it. A rumor gets around that Billie's older sister Jean (SUSAN SEAFORTH) is pregnant, and Davis makes the most of this, too.

Prodded by Billie, Jean admits that she is pregnant. But she has been secretly married to Bob Mathews (TED BESSSELL) for over a year. She had been afraid to admit it for fear of spoiling her father's election chances.

But the truths delights the townspeople who elect Howard by an overwhelming majority. Everybody's happy except Davis, and happiest of all are a reconciled Billie and Mike who are now old enough to realize they were meant for each other.

(RUNNING TIME: 87 MINUTES)

The Cast

Billie	Patty Duke
Howard G. Carol	Jim Backus
Agnes Carol	Jane Greer
Mike Benson	Warren Berlinger
Mayor Davis	Billy De Wolfe
Coach Jones	Charles Lane
Matt Bullitt	Dick Sargent
Jean Matthews	Susan Seaforth
Bob Matthews	Ted Bessell
Principal Wilson	Richard Deacon
Eddie Davis	Bobby Diamond
Ray Case	Michael Fox
Ted Chekas	Clive Clerk
Doctor Hall	Harlan Warde
Nurse Webb	Jean Mac Rae
Allan Grant	Himself

Production Staff

Executive Producer	Peter Lawford
Producer-Director	Don Weis
Screenplay by	Ronald Alexander
Based on his play "Time Out For Ginger"	
Music composed and conducted by	Dominic Frontiere
Choreography by	David Winters
Cinematographer	John Russell
Art Director	Arthur Lonergan
Film Editor	Adrienne Fazan

Filmed in
TECHNICOLOR® and TECHNISCOPÉ
A CHRISLAW PRODUCTION
Released thru UNITED ARTISTS

**Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**

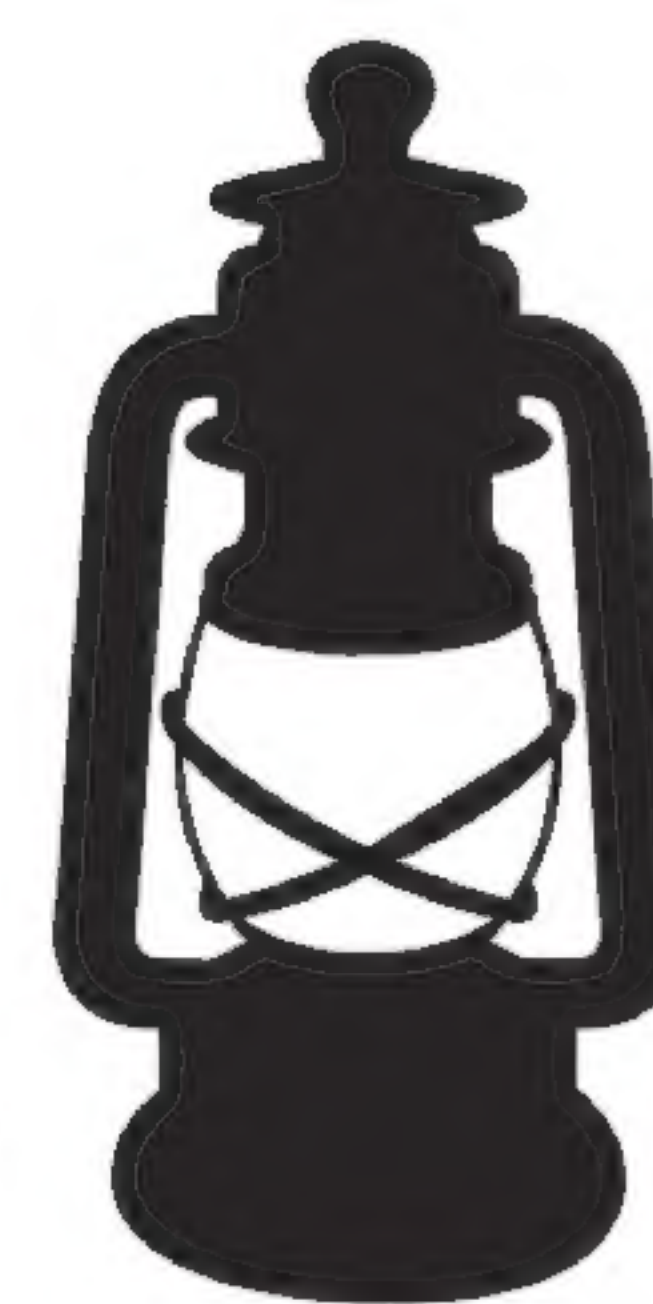


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<http://wcftr.commarts.wisc.edu>

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www.mediahistoryproject.org